



Utah Exports to Europe

- ❑ From \$1,341,214,199 in 2000 to more than \$6,000,000,000 in 2010
- ❑ Europe represents 56% of all Utah Exports





**In the nineties Utah world exports are stagnating at \$ 2-3 billion
And to Europe at \$ 0.5-0.7 billion/year**

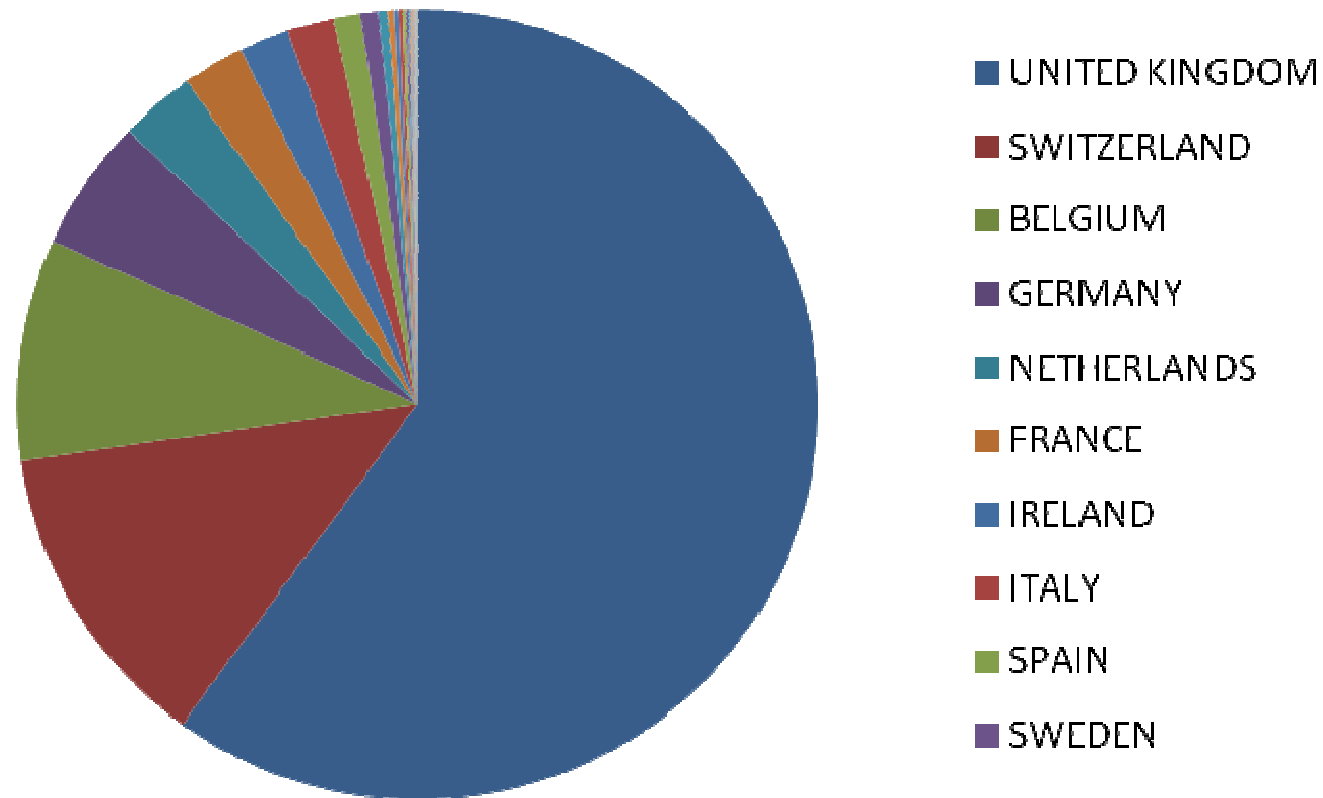
Factors contributing to the export boom

- ☐ Dynamism of Utah Enterprises
- ☐ Economic Development Program
- ☐ International Office
- ☐ 20 Utah Trade Representatives, worldwide
- ☐ Co-operation Government-Universities-Investors
- ☐ Olympic Games
- ☐ University of Utah
- ☐ Direct flights to Europe



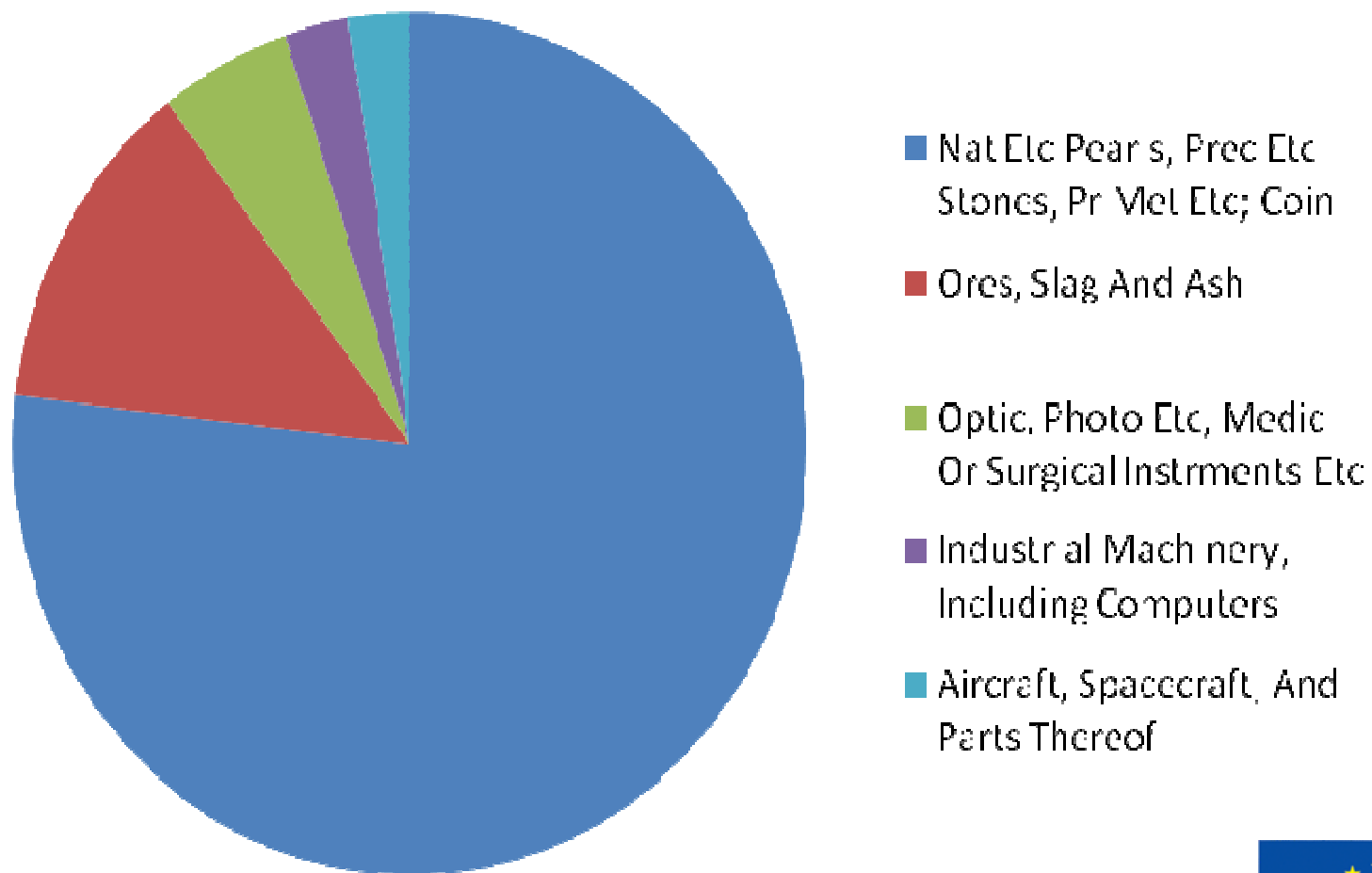


Utah Exports to Europe by Country





Utah Exports to Europe by Product





LOCALIZATION

or

Things to adapt to the local market

Same for all companies outside their EU Home Country

- ☐ Manuals in local language(s)
- ☐ Labels in local language(s)
- ☐ Device packaging in local language(s)
- ☐ Authorized representative must have a legal presence





CE-MARKING

or

Things to meet local Technical Requirements

Same for ALL companies in all EU Countries

- ☐ One set of regulations for the entire EU
- ☐ Only for products related to health, safety,... (www.newapproach.org)
 - ☐ Cost in obtaining product certification (\$50-\$60,000)
 - ☐ Use agencies inside or outside EU for guidance
 - ☐ Use notified bodies to test products
 - ☐ Self-certification is possible
 - ☐ CE Marking must be affixed to the product

Penalties and prosecutions!





BARRIERS

or

Things which make business difficult

Same for all companies outside their home country

- ☐ Legislation is NOT allways the same as in the US
- ☐ Legislation may be vary by EU country
- ☐ Specific Customs and Traffic Barriers per Country
- ☐ \$/€ exchange rates
- ☐ Demanding Distributors
- ☐ Local Competition
- ☐ Negative Attitudes
- ☐ Typican Business Culture
- ☐ Branch or subsidiary in EU is MUST for public and military tenders





European Surveys

- ❖ Biodiesel
- ❖ Waste Management
- ❖ Aerospace
- ❖ Alternative Energies
- ❖ Bio Technology
- ❖ Composite Materials
- ❖ Defense & Homeland Security
- ❖ Medical Equipment
- ❖ Nano Technology
- ❖ Environmental Technologies
- ❖ Business Culture





State of Utah
Governor's Office of Economic Development
International Trade & Diplomacy Office
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